

## UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S) MUTHUSWAMY, GROUP ART UNIT: 2162  
SIVAKUMAR ET AL.  
APPLN. NO.: 09/472,927 EXAMINER: GRAVINI, STEPHEN  
MICHAEL  
FILED: 12/27/1999  
TITLE: SYSTEM AND METHOD FOR MEASURING WEB PAGE  
ADVERTISEMENT IMPRESSIONS

---

CLEAN CLAIMS

1 1. A system for measuring user interaction with a defined space on a network  
2 site of a network, the system comprising:  
3 at least one server in communication with the network, the server hosting one  
4 or more network sites where each network site includes a display area having one or more  
5 defined spaces, each defined space having a predetermined area on the display area of the  
6 network site; and  
7 at least one user computer in communication with the network, the user  
8 computer including a browser that selectively interacts with network sites, the user computer  
9 further having a cursor manipulated by the user about the display area of an interacted  
10 network site, and the user computer selectively recording interaction data relative to cursor  
11 placement and time relative to movement on a specific defined space on the display area of  
12 the interacted network site and transmitting the interaction data to the server hosting the  
13 defined space.

1           7.     A method for measuring user interaction with a defined space on a network  
2     site hosted by a server on a network, each network site including a display area that has one  
3     or more defined spaces where each defined space has a predetermined area on the display  
4     area, the network further having at least one user computer in communication therewith  
5     including a browser that selectively interacts with network sites, the user computer further  
6     having a cursor manipulated by the user about the display area of an interacted network site,  
7     the method comprising the steps of:

8                     interacting with a network site through the browser on the user computer;  
9                     selectively recording interaction data on the user computer relative to cursor  
10    placement and time relative to movement on a specific defined space on the display area of  
11    the interacted network site; and  
12                     transmitting the interaction data to the server hosting the defined space.

1           15.    A system for measuring user interaction with a defined space on a network  
2    site of a network, the system comprising:

3                     at least one server in communication with the network, the server hosting one  
4    or more network sites where each network site includes a display area having one or more  
5    defined spaces, each defined space having a predetermined area on the display area of the  
6    network site; and

7                     at least one user computer in communication with the network, the user  
8    computer including a browser that selectively interacts with network sites, the user computer  
9    further having a cursor manipulated by the user about the display area of an interacted  
10   network site, and the user computer selectively recording interaction data relative to a  
11   location of a cursor on a display area and the duration upon which the cursor is left at the  
12   specific location on the display area of the interacted network site and transmitting the  
13   interaction data to the server hosting the defined space.

1           16.    The system of claim 15, wherein the network is the Internet; and the network  
2    site is a website.

1           17.    The system of claim 15, wherein the user computer records the interaction  
2    data by execution of a program in Javascript.

1           18.    The system of claim 16, wherein the user computer transmits the interaction  
2    data to the server hosting the defined space at the conclusion of the interaction between the  
3    browser of the user computer and a website.